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AMENDMENTS TO THE CLAIMS:

The following listing of claims replaces all prior listings of claims in the present application.

What Is Claimed Is:

1. (currently amended) A method of providing services, comprising the steps of:

making service beneficiaries select at least one of the frequency and the quantity of advertising to be added to the services provided, the services being provided when the selection is made; and

setting a fee for the provision of services to the service beneficiaries, according to at least one of the frequency and the quantity of advertising selected.

2. (currently amended) The method of providing services according to claim 1, wherein

the fees ~~including free of charge~~ for the services to be provided to the service beneficiaries are set at discrete stages, ~~according to at least one~~ of the frequency and the quantity of advertising selected; and wherein at least one of the discrete stages includes free of charge.

3. (original) The method of providing services according to Claim 1, wherein

at least one of the frequency and the quantity of advertising selected can be changed during the provision of the services.

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4. (currently amended) A computer-readable recording medium recorded with a service-providing program, the service-providing program comprising and making a computer execute the steps of:

making service beneficiaries select at least one of the frequency and the quantity of advertising to be added to the services provided, the services being provided when the selection is made; and

setting a fee for the provision of services to the service beneficiaries, according to at least one of the frequency and the quantity of advertising selected.

5. (currently amended) The computer-readable recording medium recorded with a service-providing program according to Claim 4, wherein

the fees ~~including free of charge~~ for the services to be provided to the service beneficiaries are set at discrete stages, ~~according to at least one~~ of the frequency and the quantity of advertising selected; and wherein at least one of the discrete stages includes free of charge.

6. (original) The computer-readable recording medium recorded with a service-providing program according to Claim 4, wherein

at least one of the frequency and the quantity of advertising selected can be changed during the provision of the services.

7. (currently amended) A program-executing apparatus for executing a computer program, the computer program comprising the steps of:

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making service beneficiaries select at least one of the frequency and the quantity of advertising to be added to the services provided, the services being provided when the selection is made; and

setting a fee for the provision of services to the service beneficiaries, according to at least one of the frequency and the quantity of advertising selected.

8. (currently amended) The program-executing apparatus according to Claim 7, wherein

the fees ~~including free of charge~~ for the services to be provided to the service beneficiaries are set at discrete stages, according to at least one of the frequency and the quantity of advertising selected; and wherein at least one of the discrete stages includes free of charge.

9. (original) The program-executing apparatus according to Claim 7, wherein

at least one of the frequency and the quantity of advertising selected can be changed during the provision of the services.

10. (currently amended) A contents distribution system, comprising:

a client terminal unit connected to a predetermined network, and having selecting means for selecting at least one of the frequency and the quantity of advertising to be added to the contents to be distributed; and

a distribution unit having distribution means for distributing the contents added with the advertising corresponding to at least one of the frequency and the quantity selected by the selecting means of the client terminal unit, to the client terminal unit via the predetermined network, and charging means for charging a fee for the contents distributed to the client terminal

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unit, according to at least one of the frequency and the quantity of advertising selected by the selecting means of the client terminal unit;

wherein the selecting means communicates with the distribution means to perform the selection.

11. (currently amended) The contents distribution system according to Claim 10, wherein:

the charging means sets the fees ~~including free of charge~~ for the services to be provided at discrete stages, according to at least one of the frequency and the quantity of advertising selected by the selecting means of the client terminal unit; and

at least one of the discrete stages includes free of charge.

12. (currently amended) The contents distribution system according to Claim 10, wherein

the client terminal unit has changing means for assigning a change in at least one of the frequency and the quantity of advertising during the reception of the contents, the changing means adapted to accept a modification of the selection of at least one of the frequency and the quantity of advertising to be added to the contents to be distributed, and

the distribution means of the distribution unit adds the advertising according to at least one of the frequency and the quantity changed by the changing means of the client terminal unit, and distributes the contents added with the advertising to the client terminal unit.

13. (currently amended) A computer-readable recording medium recorded with a contents distribution program, the contents distribution program comprising and making a computer execute the steps of:

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making a client terminal unit connected to a predetermined network select at least one of the frequency and the quantity of advertising to be added to the contents to be distributed;

making a distribution unit connected to the predetermined network add the advertising corresponding to at least one of the frequency and the quantity selected by the client terminal unit to the contents, and distribute the contents added with the advertising to the client terminal unit; and

making the distribution unit charge a fee for the contents distributed to the client terminal unit, according to at least one of the frequency and the quantity of advertising selected by the client terminal unit;

wherein the contents are distributed when the selection is made.

14. (currently amended) The computer-readable recording medium recorded with a contents distribution program according to Claim 13, the contents distribution program further comprising and making a computer execute the step of:

making the distribution unit set fees ~~including free of charge~~ for the contents at discrete stages, ~~according to at least one~~ of the frequency and the quantity of advertising selected by the client terminal unit;

wherein at least one of the discrete stages includes free of charge.

15. (original) The computer-readable recording medium recorded with a contents distribution program according to Claim 13, the contents distribution program further comprising and making a computer execute the step of:

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making the client terminal unit assign a change in at least one of the frequency and the quantity of advertising during the reception of the contents, and

making the distribution unit add the advertising according to at least one of the frequency and the quantity changed by the client terminal unit, and distribute the contents added with the advertising to the client terminal unit.

16. (currently amended) A service-providing program, comprising and making a computer execute the steps of:

making service beneficiaries select at least one of the frequency and the quantity of advertising to be added to the services provided, the services being provided when the selection is made; and

setting a fee for the provision of services to the service beneficiaries, according to at least one of the frequency and the quantity of advertising selected.

17. (currently amended) A contents distribution program comprising and making a computer execute the steps of:

making a client terminal unit connected to a predetermined network select at least one of the frequency and the quantity of advertising to be added to the contents to be distributed;

making a distribution unit connected to the predetermined network add the advertising corresponding to at least one of the frequency and the quantity selected by the client terminal unit to the contents, and distribute the contents added with the advertising to the client terminal unit; and

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making the distribution unit charge a fee for the contents distributed to the client terminal unit, according to at least one of the frequency and the quantity of advertising selected by the client terminal unit;

wherein the contents are distributed when the selection is made.

18. (new) The method of providing services according to claim 1, wherein
- the selection is received via a user interface; and
 - the services are provided via the user interface.